

Farm-To-Table Restaurant Entrepreneur

Performance Task

Introduction

Your region has many local farms that utilize organic farming techniques. As a member of a group of entrepreneurs who have spent a great deal of time working in the restaurant industry, you have been approached by many customers looking for a restaurant offering locally grown, sustainable whole foods. This concept has great potential, but also has great risk if you are unable to attract people to your restaurant. Many people consider healthier foods to not taste as good as foods they are more accustomed to eating in restaurants.

Big Idea / Essential Questions

Big Idea

- Economic decision-making by entities and individuals impact others locally, regionally, and globally.
- Humans depend upon the management and practices of agricultural systems.
- Mathematical relationships among numbers can be represented, compared, and communicated.

Essential Questions

- What factors determine prices in a market?
- How does the growth of food and fiber sustain civilization?
- How can expressions, equations, and inequalities be used to quantify, solve, model, and/or analyze mathematical situations?

G.R.A.S.P.

Goal

Your entrepreneurial group has decided to open a farm-to-table restaurant in your region. Your task is to help determine all aspects of the restaurant opening. Your restaurant will be serving dinners including organic foods, clean foods and grass fed beef. Your groups challenge will be to educate the public on the benefits of these foods in terms of health and economics. You will need to create an advertising campaign highlighting your menu and the tasty dinner choices. As you create your restaurant you will want to create a restaurant name, logo, and slogan that symbolizes the theme of your restaurant.

Role

You are part of a group of restaurant entrepreneurs looking to open a restaurant in

your region. Your restaurant will be opening in about two months. During your preparations you will need to create excitement throughout the community related to your restaurant and the restaurant's concept. Educating the public about certified organic foods, grass fed beef, and whole foods will be important. You will also want to encourage local farmers to consider these farming practices to help provide locally grown foods in your restaurant.

Audience

Your audience will be the regional community who will decide whether to visit your restaurant. During the coming months you will need to create excitement, as well as educate everyone regarding the concepts you will be utilizing to create healthy food choices for health conscious people. Helping local farmers understand how they can be a part of the supply chain your restaurant utilizes will help provide locally grown foods at reasonable costs.

Situation

The United States Department of Agriculture labels food or other agricultural products as organic if they meet specific requirements through approved methods. More information related to this certification can be found through the USDA at the website below:

[National Organic Program](#)

The Farm-to-Table movement stresses buying food and agricultural products directly from farms. This movement promotes sustainability and buying locally. If your restaurant can utilize this method it will help the local economy and local farmers. It will also encourage people to eat at your restaurant to further support the community. The whole foods concept involves foods that are not refined or processed before consumption. This concept can compliment local sustainability and help provide excellent choices for health conscious consumers.

Products

1. Design

You and your entrepreneurial team will need to create a name, logo, and slogan for the restaurant. These should all symbolize the concept for the restaurant. These ideas and designs will be used to excite potential customers and help them begin to understand the concept and foods that will be served.

Include on your design how local food is not only better for your health, but also better for the environment. A study of popular fruits and vegetables showed the average was transferred nearly 1500 miles before being sold. The average 18-wheel semitruck travels on about 5 miles per gallon of gas (diesel fuel). Determine how much gas and money could be saved on just one shipment of produce coming from your local farm, which is only 30 miles away, and add this information on your design. To find the current price of diesel fuel in your area you can use [Gas Buddy](#).

- What are the most important aspects of your new restaurant?
- What will the name of your restaurant be and what will the logo be?

Design - Farm-To-Table Restaurant Entrepreneur

Achievement Levels	1	2	3	4
Content and Theme (x1)	Product produced minimally conveys a restaurant concept through name, logo or slogan.	Product produced somewhat conveys a restaurant concept through name, logo and slogan.	Product produced conveys a clear restaurant concept through name, logo and slogan.	Product produced strongly conveys a clear restaurant concept through name, logo and slogan.
Originality/Creativity (x1)	Product is unoriginal in design and lacks a graphics/images for the logo.	Product is somewhat original in design and attempts to use graphics/images for the logo.	Product is original in design and uses graphics/images for the logo.	Product is original in design and uses creative graphics/images for the logo.
Business Planning (x1)	Product demonstrates minimal understanding of the planning and work that needs to be done to excite potential customers before a business can launch a service or product.	Product demonstrates some understanding of the planning and work that needs to be done to excite potential customers before a business can launch a service or product.	Product demonstrates understanding of the planning and work that needs to be done to excite potential customers before a business can launch a service or product.	Product demonstrates deep understanding of the planning and work that needs to be done to excite potential customers before a business can launch a service or product.
Equations and Calculations (x1)	Product shows few correct equations and calculations to determine savings.	Product shows some correct equations and calculations to determine savings, and includes a limited explanation of variables and procedures.	Product shows most correct equations and calculations to determine savings, and includes an adequate explanation of variables and procedures.	Product shows all correct equations and calculations to determine savings, and includes a thorough explanation of variables and procedures.

2. Restaurant Unveiling

Create a sales pitch to explain why your restaurant is worth a visit. This sales pitch will be held at the annual restaurant expo that allows visitors to learn about many of the restaurants in the region. Some of the exhibits provide visitors with a sample of their food. You may want to include some of the products created and integrate them into your unveiling. This may be a great opportunity to introduce the restaurant's facebook page. This presentation should be between 3-5 minutes.

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- Why is this restaurant special and why does local food matter?
- How do the farming practices benefit the customers?

Restaurant Unveiling - Farm-To-Table Restaurant Entrepreneur

Achievement Levels	1	2	3	4
Information and Organization (x1)	The product provides information in an illogical sequence. The audience cannot follow the presentation.	The product provides information in a partially logical sequence which the audience can somewhat follow.	The product provides information in a mostly logical, interesting sequence which the audience can follow.	The product provides information about the restaurant in a logical , interesting sequence which the audience can follow.
Health Benefits of Organic Growing Practices (x1)	Product provides few facts and details related to the health benefits of certified organic food and whole foods.	Product provides some facts and details related to the health benefits of certified organic food and whole foods.	Product provides sufficient facts and details related to the health benefits of certified organic food and whole foods.	Product provides many facts and details related to the health benefits of certified organic food and whole foods.
Voice, Eye Contact, and Body Language (x1)	Difficult to hear, mistakes in pronunciation, close to monotone. Lacking body language.	Difficult to hear and follow presentation. Minimal eye contact. Hand gestures partially aid understanding.	Clear voice and good voice tone. Strong eye contact. Hand gestures aid understanding.	Clear voice with helpful and varied voice inflection. Excellent eye contact. Body language enhances presentation.

Achievement Levels	1	2	3	4
Persuasive Speaking (x1)	Audience is not persuaded due to incomplete sales pitch.	Audience may or may not be persuaded through sales pitch which partially touches upon important points supported by facts and details.	Audience is persuaded through adequate sales pitch which includes important points supported by facts and details.	Audience is persuaded through thorough sales pitch which emphasizes important points supported by facts and details.
Economic Benefits of Buying Locally (x1)	Student work reflects little understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Student work reflects some understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Student work reflects an adequate understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Student work reflects a strong understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.
Geography and Food (x1)	The product provides little evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides some evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides sufficient evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides strong evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.

3. Proposed Menu

Your task is to create a menu for your restaurant. Your menu should include at least three appetizers, salads, and main courses. You should also work to develop descriptions of each menu item including how the item fits into your concept (ie. locally grown at organic farm, grass-fed beef, cage-free chicken, etc.) You will need to calculate your cost of the chosen dishes and choose a markup percentage for your profits. Then calculate a final price at which you will sell these dishes. Prices should be similar to those of other restaurants in your community. Typically, these types of meals are more expensive so you should consider portion size and other ideas to make the meals comparable in price. This may require you to research local restaurants and their menus online.

- How will your menu items and descriptions communicate the benefits of locally grown foods?
- How will you calculate restaurant costs to determine how much each item will cost?
- How can you determine whether your pricing is competitive?

Proposed Menu - Farm-To-Table Restaurant Entrepreneur

Achievement Levels	1	2	3	4
Menu Items (x1)	The menu items represent few aspects of the farm-to-table, whole foods, certified organic theme as well as featuring grass-fed beef.	The menu items represent some aspects of the farm-to-table, whole foods, certified organic theme, as well as featuring grass-fed beef.	The menu items represent the farm-to-table, whole foods, certified organic theme, as well as featuring grass-fed beef.	The menu items strongly represent the farm-to-table, whole foods, certified organic theme, as well as featuring grass-fed beef.
Originality (x1)	Design reflects a copy of existing menu. Lacking required elements.	Unoriginal design that reflects or mimics a familiar menu. Elements included lack creativity.	Original design but reflects or mimics a familiar menu. Elements included are creative.	Original design that does not reflect or mimic a familiar menu. Elements included are creative and reflect original designs.
Layout (x1)	Lack of balance in color and space. Information and graphics are not organized. Information is not conveyed to audience.	Attempt at balanced use of color and space. Information and graphics are not very well organized. Information is conveyed to audience.	Balanced use of color and space. Information and graphics are organized. Information is conveyed to audience.	Balanced use of color and space. Information and graphics are very well-organized and convey intended message to audience.

Achievement Levels	1	2	3	4
Economic Benefits of Buying Locally (x1)	Student work reflects little understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Student work reflects some understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Student work reflects an adequate understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Student work reflects a strong understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.
Proportional Reasoning (x1)	Product demonstrates a lack of understanding of unit rates, proportions, and equations that represent proportional relationships through errors in calculation of menu pricing.	Product demonstrates minimal understanding of unit rates, proportions, and equations that represent proportional relationships through somewhat accurate calculation of menu pricing.	Product demonstrates adequate understanding of unit rates, proportions, and equations that represent proportional relationships through mostly accurate calculation of menu pricing.	Product demonstrates strong understanding of unit rates, proportions, and equations that represent proportional relationships through accurate calculation of menu pricing.
Content and Theme (x1)	Menu descriptions minimally help the reader understand how the items connect to the concepts and theme of the restaurant.	Menu descriptions partially help the reader understand how the items connect to the concepts and theme of the restaurant.	Menu descriptions sufficiently help the reader understand how the items connect to the concepts and theme of the restaurant.	Menu descriptions strongly help the reader understand how the items connect to the concepts and theme of the restaurant.
Conventions (x1)	Many errors in grammar, spelling or sentence structure.	Some errors in grammar, spelling or sentence structure.	Some errors in grammar, spelling or sentence structure.	No errors in grammar, spelling or sentence structure.

4. Magazine Article

Your entrepreneurial team has been asked to create a magazine article for the local community. This free magazine is distributed to every home and business in the region. The magazine highlights restaurants, cultural events, and other happenings.

Your article should persuade the readers to visit your restaurant, as well as inform them about the concepts behind the restaurant. You will want to begin this article by explaining to the audience how matter and energy cycle among producers, consumers and decomposers through details given about organic farming practices used to grow the food that is consumed in your restaurant.

Two common concerns for consumers are the taste and cost of these types of foods. You will want the article to explain how you plan to address these concerns.

Writing a successful magazine article will require your team to use persuasive language. Create a title for the article that will captivate and gain the reader's interest. You may also want to include some visual graphics to help motivate the reader and peak interest.

- What is the main information you want to include in the article?
- How does the purchase of regionally grown foods help the economy?
- What will the atmosphere be inside your new restaurant?

Magazine Article - Farm to Table

Achievement Levels	1	2	3	4
Style (x1)	Minimal variety in word choice and minimal control of sentence structures.	Limited word choice and control of sentence structures that inhibit voice and tone.	Generic use of a variety of words and sentence structures that may or may not create writer's voice and tone appropriate to audience.	Precise, illustrative use of a variety of words and sentence structures to create consistent writer's voice and tone appropriate to audience.

Achievement Levels	1	2	3	4
Organization (x1)	Minimal control of content arrangement.	Confused or inconsistent arrangement of content with or without attempts at transition.	Functional arrangement of content that sustains a logical order with some evidence of transitions.	Strong and sustained arrangement of content with evident and/or subtle transitions.
Cycling of Matter and Energy in a System (x1)	Product demonstrates little understanding of how matter and energy cycle among producers, consumers and decomposers through details related to organic farming practices used to grow the food that is consumed in your restaurant.	Product demonstrates partial understanding of how matter and energy cycle among producers, consumers and decomposers through details related to organic farming practices used to grow the food that is consumed in your restaurant.	Product demonstrates adequate understanding of how matter and energy cycle among producers, consumers and decomposers through details related to organic farming practices used to grow the food that is consumed in your restaurant.	Product demonstrates strong understanding of how matter and energy cycle among producers, consumers and decomposers through details related to organic farming practices used to grow the food that is consumed in your restaurant.
Economic Benefits of Buying Locally (x1)	Product reflects little understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Product reflects some understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Product reflects sufficient understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Product reflects a strong understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.
Health Benefits of Organic Growing Practices (x1)	Product provides few facts and details related to the health benefits of certified organic and whole foods.	Product provides some facts and details related to the health benefits of certified organic and whole foods.	Product provides an adequate number of facts and details related to the health benefits of certified organic and whole foods.	Product provides many facts and details related to the health benefits of certified organic and whole foods.
Conventions (x1)	Minimal control of sentence formation. Many sentences are awkward and fragmented. Many errors may be present in grammar, usage, spelling, and punctuation, and many of those errors may interfere with meaning.	Limited and/or inconsistent control of sentence formation. Some sentences may be awkward or fragmented. Many errors may be present in grammar, usage, spelling, and punctuation, and some of those errors may interfere with meaning.	Adequate control of sentence formation. Some errors may be present in grammar, usage, spelling and punctuation, but few, if any, of the errors that are present may interfere with meaning.	Thorough control of sentence formation. Few errors, if any, are present in grammar, usage, spelling, and punctuation, but the errors that are present do not interfere with meaning.
Persuasive Writing (x1)	Audience is not persuaded due to incomplete explanation.	Audience may or may not be persuaded through partial explanation provided that touches upon important points.	Audience is persuaded through adequate explanation that includes important points supported by facts and details.	Audience is persuaded through thorough explanation which emphasizes important points supported by facts and details.
Geography and Food (x1)	The product provides little evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides some evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides sufficient evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides strong evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.

5. Facebook Page

The Facebook page will be the online location that people can go to learn about the restaurant and keep updated on specials and happenings. This will be a great place to put the name, menu, and slogan. You should also help educate people on ideas such as farm-to-table, certified organic, clean eating and whole foods. Include the menu and perhaps a copy of the magazine article. Have fun with this page and create an innovative design that excites and persuades customers while providing them valuable information. The visual content you add will reinforce and enhance the verbal content presented to a defined audience.

- What photos will you share on your Facebook page about your restaurant?
- What are some special deals you could possibly share on Facebook?
- How can you explain the farm-to-table concept?

Facebook page - Farm-to-Table Restaurant

Achievement Levels	1	2	3	4
Conventions (x1)	The Facebook page contains a large number of errors of spelling, grammar, punctuation, capitalization, and sentence structure. Some sources are appropriately cited.	The Facebook page contains a number of errors of spelling, grammar, punctuation, capitalization, and sentence structure. Most sources are appropriately cited.	The Facebook page contains few errors spelling, grammar, punctuation, capitalization, and sentence structure. All sources are appropriately cited.	The Facebook page contains no errors of spelling, grammar, punctuation, capitalization, and sentence structure. All sources are appropriately cited.
Facebook Page Layout (x1)	The Facebook page does not fonts and attributes which makes the webpage easier to read. The webpage incorporates some color and background as part of the layout.	The Facebook page uses fonts and attributes which can be sometimes difficult to read. The webpage incorporates some color and background to make the layout more appealing.	The Facebook page employs fonts and attributes which makes the webpage easy to read with a complimentary background, color, and layout to provide visual appeal.	The Facebook page page employs a deep knowledge of fonts and attributes making the webpage very reader friendly. The webpage is visually enhanced through the artful use of background, color, and layout.
Creativity (x1)	Product reflects minimal creative thinking through the choice of language, graphics and media selected to enhance viewer understanding of the restaurant menu and theme.	Product reflects some creative thinking through the choice of language, graphics and media selected to enhance viewer understanding of the restaurant menu and theme.	Product reflects an adequate degree of creative thinking through the choice of language, graphics and media selected to enhance viewer understanding of the restaurant menu and theme.	Product reflects a high degree of creative thinking through the choice of language, graphics and media selected to enhance viewer understanding of the restaurant menu and theme.
Economic Benefits of Buying Locally (x1)	Product reflects minimal understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Product reflects some understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Product reflects sufficient understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.	Product reflects a strong understanding that buying decisions made by groups and individuals can have a positive economic impact in their community and region.
Health Benefits of Organic Growing Practices (x1)	Product provides few facts and details related to the health benefits of certified organic and whole foods.	Product provides some facts and details related to the health benefits of certified organic and whole foods.	Product provides an adequate number of facts and details related to the health benefits of certified organic and whole foods.	Product provides many facts and details related to the health benefits of certified organic and whole foods.
Geography and Food (x1)	The product provides little evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides some evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides sufficient evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.	The product provides strong evidence of the relationship between the environmental characteristics of a region and the production of the foods used in the restaurant.